

Plaintiffs' Exhibit 65

From: [REDACTED] </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=A0AEFE6EB27547C1A50BDC8A5CBECCF5-ERNG>
To: [REDACTED]
Sent: 2/5/2021 9:20:58 AM
Subject: RE: TRACKER

ITEM	CMS APPROVAL DATE	CAMPAIGN	STATUS
"Big Difference/Lower Prices" Script	2/4	GM	Approved
Big Difference Rough Cut	2/4	GM	
Social & Digital	2/4	GM	Approved
"Did You Know" Rough Cut*	2/4	GM	Afterlaunch
Media Advisory	2/4	GM	Submitted
Search Feedback	2/5	GM	Sent to Josh
TV Scripts	2/5	Spanish	Approved
Digital Ads feedback	2/5	Spanish	Sent to Josh
Search terms feedback	2/5	Spanish	Sent to Josh
Media Plan approval	2/5	Spanish	
"Big Difference/Lower Prices" Final Video	2/8	GM	Approved
Talking Points	2/8	GM	
Digital Ads final approval	2/8	Spanish	
CMS to Approve Search	2/8	GM	
CMS to Confirm FFM States	2/8	GM	
"Did You Know" Script	2/9	GM	Complete
Search Final Approval	2/9	GM	
Search terms final approval	2/10	Spanish	
TV Rough Cut feedback	2/12	Spanish	
Digital Banner HTML5 Ads	2/16	GM	
TV Final Cut approval	2/17	Spanish	
"Did You Know" Final Video*	TBD	GM	Afterlaunch

[REDACTED]
 Division of Campaign Management (DCM)
 Strategic Marketing Group (SMG), Office of Communications (OC)
 Centers for Medicare & Medicaid Services (CMS)
 7500 Security Boulevard, Mailstop: S1-13-05
 Baltimore, MD 21244
 [REDACTED]

From: [REDACTED]
Sent: Friday, February 5, 2021 9:20 AM
To: [REDACTED]
Subject: TRACKER

[REDACTED] I think it would be good to simply paste the tracker into this email. And update it in this email and send when updated. That way we just sort by this email subject line for the latest. As new things need to be cleared, we can add them to the tracker.

Thanks -